



FOR IMMEDIATE RELEASE

***SOUNDINGS TRADE ONLY* Adds Panelist from Amazon Business to Roundtable event at IBEX**

August 3, 2018, Essex, CT –Soundings Trade Only is pleased to announce that Colin Puckett, Head of Seller Marketing at Amazon Business, will join the panel at the TradeTalks Roundtable & Reception at IBEX. The event will take place Monday, October 1st, 2018 from 5:30 – 7:30pm at the Marriott Tampa Waterside followed by a reception. The roundtable will focus on the future of marine aftermarket, boats and components, and is sponsored by Mercury Marine and Attwood Corporation.

“E-commerce has become a significant factor in the aftermarket sector of the marine business. We are pleased to have Colin join the panel and share the perspective of the leading e-commerce company,” said Michael Verdon, Editor in Chief of *Soundings Trade Only*.

Other confirmed panelists include: Ron Japinga, CEO and President of Guitar Center and former Executive Vice President of Merchandising, Planning & Logistics at West Marine, Tom Schuessler, President of Land ‘N’ Sea Distributing, John Giglio, Founder & CEO of Freedom Boat Club, Larry Russo, Sr., Senior Vice President, MarineMax Russo, and Joe Lewis, Owner of the Mt. Dora Boating Center and Chairman of the MRAA and Grow Boating Board of Directors. Additional panelists to be confirmed.

Seating is limited. One can easily register for the event on the IBEX website at www.ibexshow.com/special-events-demos.

Soundings Trade Only

Soundings Trade Only is a marine business-to-business information multi-media brand. It includes a monthly print publication, and digital entities including an e-newsletter, web and social media sites. *Soundings Trade Only* offers the latest business news, and information about products, trends, statistics, management and marketing insights, and more to the marine industry. It is part of the AIM Marine Group, which includes other publications including: *Yachts International*, *Power & Motoryacht*, *SAIL*, *Anglers Journal*, *Soundings*, *PassageMaker* and *Woodshop News*. The AIM Marine Group is a division of Active Interest Media.

Active Interest Media

One of the world’s largest enthusiast media companies, Active Interest Media (aimmedia.com) produces leading consumer and trade events, websites, magazines, and films and TV shows that reach 40 million readers, fans, and attendees in 85 countries. AIM powers the second-richest equestrian competition in the world, the World Series of Team Roping, and North America’s most important events and education for fitness professionals through our IDEA Fit division. Our brands include Yoga Journal, Backpacker, SKI, Anglers Journal, Yachts International, Sail, Power & Motoryacht, Soundings Trade Only, Team Roping Journal, Practical Horseman, EQUUS, Muscle & Performance, Horse & Rider, Oxygen, Clean Eating, Log Home Living, Old House Journal, Cabin Living, Woodsmith, Garden Gate, and more. The company’s five divisions—the Equine Network, Home Group, Healthy Living Group, Marine Group, and Outdoor Group—also operate thriving B2B platforms, online universities, and retail events. Core competencies include lead generation (through our Qualified Buyer

Program), marketing services (through our in-house agency, Catapult Creative Labs), and video production. Warren Miller Entertainment is the most successful adventure-film company in history, and AIM Studios is a seven-person unit dedicated to digital video. Active Interest Media's customers are smart, engaged, and loyal, and they look to our brands for trustworthy information and services that will inspire and enable them to enjoy their passions.